

United States Postal Service®

INDUSTRYALERT

Registration for the National Postal Forum Has Been Extended

The National Postal Forum has announced that registration has been extended to Wednesday, March 9, 2016. This year's NPF will convene March 20-23, 2016 at the Opryland Hotel & Convention Center. The NPF is offering 120+ workshops that can be used to fulfill one of the following 4 tracks: Customer Acquisition and Loyalty; Mail Operations; Management and Professional Development; and Shipping and Packaging Solutions.

On Monday, March 21, 2016, Postmaster General and Chief Executive Officer Megan J. Brennan will outline the impact of technology on the mail and the USPS response during her keynote address, while Chief Marketing and Sales Officer Jim Cochrane will discuss marketing issues with Mark White, Chief Technology Officer with Deloitte Global Consulting Technology and Harris Diamond, Chairman and CEO of McCann Worldgroup during Tuesday's March 22, general session.

After attending a workshop, if you have additional questions, Peer-to-Peer Roundtables will be available. At the roundtable discussion, attendees have a chance to sit down with their colleagues in small groups to share their successes and challenges in a relaxed casual atmosphere. Important and timely topics chosen by industry and postal leaders include: Shipping Technology & Software/Package Services; Election Mail; Political Mail; Healthcare/UAA Best Practices; Mail Acceptance (Seamless Acceptance, Mailer Scorecard) and Intelligent Mail package barcodes (IMpb)/Visibility/Tracking for Colleges & Universities. Note: There will be many other roundtable discussion topics available.

Other highlights include:

- Customer Awards Ceremony
- National Meeting of Mailing Industry Area Focus Groups
- PCC Opening Session and PCC Boot Camps

Registration for the National Postal is available now at NPF.org.

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